

AI Knowledge Management

The Essential Complement to Training the Digital Workforce

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L&D teams face new challenges

New Workplace

- Hybrid
- Remote-first

New Training, L&D

- Disrupted by pandemic

Perennial challenge

- Humans retain only 2% of what they learn a month after

New Workforce

- Short attention span
 - i. Millennials (12 secs)
 - ii. Gen Z (8 secs)
- Like to learn on the job
 - i. Driving with a GPS
 - ii. Financial management with a bot
- Long training sessions are not their cup of latte

Banking Example

Banking deep-dive shows magnitude of challenges



Complex industry...

Complicated products

- Loan type, collateral, term, rate, monthly payment amount
- Deposit fee criteria (average monthly balance, ATM usage, direct deposit, etc.)

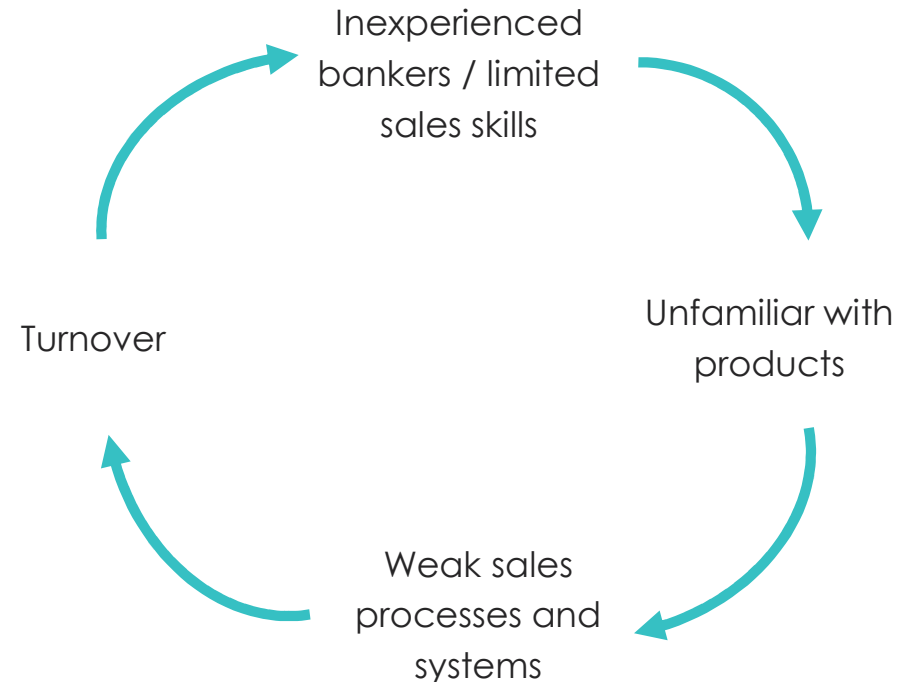
Challenging concepts

- Loan amortization
- Debt to equity ratio
- Compounding

Feature overload

- Digital (apps, payment options, etc.)
- Alerts
- OD protection

...with a challenged salesforce



AI Knowledge transforms journey

From
The product push



To
AI powered needs
assessment

- Financial check-up
- Next best product / action to achieve financial goal
- Best credit product
- Debt refinance

How much effort are you comfortable with if it saves you money overall?

- ☐ High – saving money is the most important thing
- ☐ Medium - depends on how much it saves
- ☒ Low – saving time is the most important thing

Done

credit score?
er that tells

lenders how risky or safe you are as a borrower.

Good | [Review](#)



Current Debt Payments

\$568 | [Review](#)



Age demographic

31-40 | [Review](#)



Available Savings

\$3,718 | [Review](#)

Solutions

● Personal Line at 8.76 percent

● Basic Credit Card at 12.00 percent

● 5-year Personal Loan at 9.82 percent

● 6-year Interest only equity line at 5.13 percent

● 7-year Fixed Home Equity at 5.55 percent



Knowledge with guidance addresses inherent L&D challenges

L&D Challenges	How Knowledge + guidance address
Learning retention half life Learning \neq action / behavior change	<ul style="list-style-type: none">■ “Say this, do this” step-by-step guidance■ Knowledge administered reinforcement “applets”
Policy, procedures and products in constant flux	<ul style="list-style-type: none">■ Knowledge alerts■ Guidance is up to date
Cost	<ul style="list-style-type: none">■ Reduce policy, procedure, and product training■ Increase capacity for soft skill content
Ensuring compliance	<ul style="list-style-type: none">■ Guidance is error proof■ Creates auditable trail

Demo

Financial Advisor

Global commercial bank delivered impressive results

Challenges	Solution	Results
Complicated business	Implemented eGain technology	60% reduction in agent training time
Increasing volume	Consolidated team member guidance onto eGain platform	97% CSAT
Unable to add staff		67% reduction in handle time

The Opportunity

10-15%

**increase in
solution sales**

18-30

**point increase
in NPS**

100%

**individual compliance
audit trail**

40%

**reduction in
induction training**

50%

**reduction in time
to competency**

Learn more at Knowledge Academy

- Three levels of certification
- Best in class courses on Knowledge Management from industry experts
- Absolutely free
- Register at university.egain.com

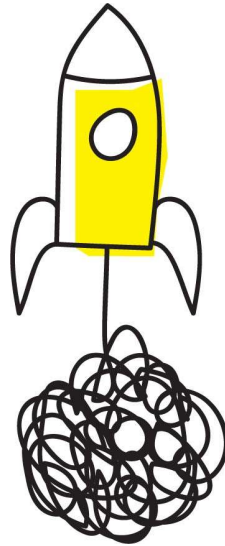


One-of-a-kind offer

eGain Value Model

Model Your Expected Business Value

- Model the value you will see from your technology modernization investment
- Leverage 20+ years' industry experience and consulting best practices
- Deliver a personalized model, baselined with your own business data
- Show how ROI builds over time as your solution road map progresses
- **Build a compelling case for investment**



eGain Innovation in Thirty Days

No Cost, No Catch, No Risk

- Guided innovation consumption model that is safe, easy, and risk-free
- Your use case, your data, our product, our cloud
- Two weeks of discovery and config, then two weeks of prod operation
- Then you decide: continue or quit
- Experience our product in a month

Questions?

easy with eGain



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